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We are New York

On October 29, 2012, Hurricane Sandy, the largest Atlantic hurricane on record with winds spanning 1,100 miles, made landfall near Atlantic City, New Jersey. The hurricane impacted 24 states from Florida to Maine, with particularly severe damage in New Jersey and New York. Its storm surge hit New York City hard, flooding streets, tunnels, subway lines, power plants, homes and businesses and cutting power in and around the city and on Long Island. Hurricane Sandy caused the deaths of 110 people on the U.S. East Coast - 48 in New York City - and caused an estimated $50 billion in damage; roughly $17 billion in damage in New York City alone. More than 300,000 small businesses in New York were in the impact zone. Many of those affected by the storm will not reopen their doors.

The NYS SBDC’s disaster assistance machinery cranked into high gear as soon as the storm moved away. SBDC Regional Center Directors in the impacted areas worked closely with officials from SBA’s Disaster Office to establish Business Recovery Centers at numerous locations within the impacted area, and with their contacts in municipal and county offices and other economic development organizations to collaborate on business assistance activities. Disaster assistance services were provided on campus at existing SBDC locations, at new Business Recovery Centers, and in temporary service centers in other strategic locations. The SBDC’s culture of mutual assistance inspired numerous business advisors and directors from upstate Regional Centers to volunteer for duty in impacted areas.

Potential clients can request counseling via the website, and the service centers throughout the state offer flexible options for meeting with advisors. Clients receive personalized, confidential, and free business counseling; moderately priced training; and focused, accurate, and timely research related to his or her business and the industry in which it operates.

Since the program was established in 1984, the SBDC has worked with more than 360,000 citizens of New York State. It has helped them locate more than $4.8 billion to start or expand their businesses and helped them create or save more than 160,000 jobs.

This year SBDC Business Advisors helped business owners evaluate their current situation, plan strategically, and take steps toward a productive and profitable future. They helped other businesses take advantage of growth and expansion opportunities by leading them through cost-benefit analysis, planning for the long term, and taking action. They helped inventors and researchers navigate the path to commercialization for their ideas and products. The SBDC is helping to rebuild and strengthen the business community, and on a larger scale, the local and State economy, one business at a time.

The SBDC program emphasizes services for people with special needs, including veterans, members of the Guard and Reserve and individuals serving in the armed forces; ethnic minorities and immigrant communities; disabled individuals; women business owners; small exporters and manufacturers; business and individuals in economically distressed areas of New York; inventors and researchers; and owners of technology based businesses. One of the SBDC’s top priorities is helping businesses achieve improved productivity and profitability in New York’s 21st century innovation economy.

A Diverse Clientele

NYS SBDC-assisted businesses are exceptionally diverse, including high-tech manufacturers, pizza parlors, software developers, artists and crafters, physicians, clothing designers, inventors of devices, and others representing innumerable industries. The SBDC prioritizes assistance for manufacturers, exporters, companies in economically distressed areas of the state, and projects that advance the job development, investment and economic growth priorities of New York. The ability to assist owners of this range of businesses is testimony to the range of expertise among SBDC Center Directors and Business Advisors.

Mohawk Lifts

Mohawk Lifts is the last full-line vehicle lift manufacturer that uses welding, lift components, and steel all sourced within the USA. Steven Perstein and Andre Baldous founded the company in Amsterdam, NY in 1981. They took over an abandoned turn-of-the-century spring factory and started welding, machining, painting and assembling different types of garage lifts. The company’s goal has always been to manufacture the best and safest lifts, built to last a lifetime. Mohawk manufactures vehicle lifts with capacities as small as 6,000 lbs. and as heavy as 240,000 lbs. The company manufactures two-post lifts like those found in car dealerships, gas stations and repair shops, as well as heavy capacity four-post, mobile, and parallelogram lifts used for servicing transit buses, fire trucks and heavy military vehicles. Mohawk Lifts began working with the Albany SBDC in 2004, and was recently assisted by Business Advisor Amy Amoroso. The company is always looking at expansion options and recently was awarded a grant from New York State. “Amy and the SBDC have helped me every step of the way with our business plan, cash flows, and the CFA process. We look forward to working with this strategic, focused organization for years to come” says Perstein.

Mohawk remains committed to U.S. manufacturing and component sourcing, and a U.S. workforce. Mohawk’s lifts can be found at Smithsonian Institution, NASCAR, Rolls Royce, Boeing, Westinghouse, and NASA facilities, to name a few. Currently, Mohawk Lifts has a staff of 60 full-time employees, and has enjoyed steady sales growth over the last three years.

LeBunns

LeBunns bills itself as “New York cool with a European twist.” Its footprint combines the romantic European-vintage era with New York’s finest modernism. LeBunns was started in New York in 2009 by Marian Rebro and has grown its two brands to great renown in the U.S. market. LeBunns Bleu is a colorful, fun line of ladies’ footwear that expresses the spirit of freedom. LeBunns Black is the company’s more urban line of shoes, which frequently incorporates only the finest Italian leather into chic designs. LeBunns continually works to design elegant vintage style flats for shoes with its customers in mind, providing products that are both comfortable and stylish. Prior to its New York launch, LeBunns had success at numerous locations in Europe and Asia (80 stores in Korea) and had entered the U.S. market through e-commerce. In September 2012, the company launched Trinity Places Department Store in Lower Manhattan to great acclaim, and was featured in an exclusive article in the New York Times’ Fashion and Style section. The store sells LeBunns footwear, along with shoes from several other manufacturers. Marian worked with Business Advisor Alek Marfisi and several other members of the Baruch SBDC team to vet lending options, refine presentations to distributors and investors, and to conduct a marketing analysis before opening the store. LeBunns is committed to charitable works, supporting initiatives with the Leukemia & Lymphoma Society, Compassion, the Cystic Fibrosis Foundation and others.
Among the businesses assisted by the SBDC since the mid-1980s are a landmark hotel, gourmet food purveyors; a rock salt mine; numerous restaurants and eclectic cafes; a manufacturer of armor plating for Humvees; a family farm that converts cow manure to electricity; a research firm developing a human blood replacement; a world-famous garment designer; a New York harbor tugboat; a company that monitors driver’s licenses to keep dangerous drivers off the roads; and dozens of hair salons, auto repair shops, fitness centers and other retail businesses.

The NYS SBDC recognizes outstanding small businesses in a variety of ways. There are 25 stories printed in this report, one from each of the regions served by the program. The SBDC presents Entrepreneur of the Year awards to a select group of business owners at its annual awards dinner held each spring. In addition, a committee of center directors and business advisors selects the “best of the best” for inclusion in the NYS Small Business Hall of Fame. As of 2012, 41 exceptional businesses have been named to the Hall of Fame.

What Do Clients Think About SBDC Services?

The NYS SBDC evaluates the quality of services clients receive by conducting a post-service survey, post-training surveys, and periodic follow-up surveys. Results from the surveys conducted in 2012 indicated that clients are very satisfied:

- 93.8% said their inquiries received prompt attention
- 62.9% said they couldn’t afford private counseling
- 90.4% said they would recommend SBDC services to other small businesses
- 77% said they received recommendations that improved their bottom line

A Web-Based Management Tracking System

One of the keys to success for the SBDC has been an electronic management tracking system, called WebMQS (Web-based Management Quality System). WebMQS enables SBDC staff in 24 regional offices to manage client relationships and capture information about every aspect of those relationships, including the services provided to them and the outcomes of the assistance. This statewide service manager enables the SBDC to anticipate changes and trends in the New York State small business community, issue accurate and detailed periodic reports on progress and services rendered, and ensure that individual clients receive the highest-quality business counseling, training, and research. WebMQS maintains the records of more than 360,000 New York businesses and entrepreneurs that have been served by the NYS SBDC. WebMQS enables SBDC staff at Regional Centers and the Central Office to enter data and see counseling and training activity in a real-time environment via a secure web site. The system gives an up-to-the-minute view of the entire NYS SBDC network, expediting assessment of services, and permitting a highly accurate analysis of demographics and economic trends across the State.

Information for Decision Making - The Research Network

The NYS SBDC Research Network comprises five professional librarians and its primary function is the provision of value-added research on behalf of SBDC clients and program partners.

In October 2012, the Research Network achieved a significant landmark, having completed its 50,000th request. The past calendar year was the busiest in the program’s history, reflecting an ongoing trend in the importance placed by SBDC clients on the value that current information has on the development of their businesses. While the Research Network continues to assess and acquire the most efficient electronic databases suited to SBDC clients, it knows that the most critical transfer of knowledge occurs in the one-to-one conversations between business advisors and business owners. The Research Network exists to keep that conversation honest, and relevant.

Frequent subjects of research revolve around company background checks, the intricacies of international trade, and the complex area of intellectual property protection. In the past year, the Research Network has developed single-page tip sheets on these subjects, and distributed them to each SBDC regional center. Each sheet provides references to websites and online resources that give clients a solid introduction to these areas. The Research Network will be developing tip sheets in other subject areas in the years to come. A trifold brochure was also developed in 2012 that neatly summarizes the breadth of services offered by the Research Network. Copies were distributed to each SBDC regional center to be given to those clients who are judged to be most in need of research services. SBDC advisors continue to counsel that social media has become a vital means of marketing a business. Social media is also an important means of promoting each of the SBDC regional centers. The Research Network librarians serve as points of contact for the centers, providing them with guidance on how to navigate the ever-changing social media landscape.

Vision is a wonderful thing, and persistence can make dreams come true. Just ask Andrea Campbell and Danielle Taurmina, best friends for over 20 years. They started thinking about opening a children’s recreational facility after their first children were born, and in 2010 decided to turn their dream into a reality. Working day and night, with children in tow, the friends spent innumerable hours researching the details. Their business would be “an adventure center” with themed play equipment for the kids to climb and slide, a Sport Court for shooting hoops, an Interactive Motion Gaming System for kids and parents, a concession stand, laser tag, and party rooms. The party rooms are available for birthday parties, family and corporate functions, and other celebrations. SUNY Brockport business Advisor Carla Vasquez worked with Andrea and Danielle from 2010 to 2012 on their business plan, legal structure, tax requirements, financing options and other start-up issues. Andrea and Danielle estimated they would need $238,000 to open the business. Carla showed them how to develop projected sales based on location, marketing initiatives, and pricing structure. First Niagara Bank approved an SBA guaranteed loan for $190,000, and the partners invested $48,000. In 2012, Jungle Jolt opened just as they planned. Jungle Jolt, whose mission is to combine an excellent indoor child-play facility with a clean and safe environment, had a successful launch. Its marketing campaign is drawing new customers and excellent customer service is resulting in loyal clientele.
With more than 161,000 visits in 2012, www.nyssbdc.org enables visitors to get involved with the program any time of day. Users can make an appointment for counseling, or ask a question online. They can learn about the specialty services offered by the SBDC, view upcoming training events, read stories of successful SBDC clients, or find the regional center nearest them. The faces of SBDC clients appear throughout the site, and client profiles highlight successful relationships with the SBDC.

Website content focuses on resources and tools to educate New York’s entrepreneurs. Helpful business planning guides, like the “Veterans Business Planning Guide” and the “Government Procurement Opportunities for Your Small Business,” enable visitors to download and keep small business guidance in PDF form. Online videos provide practical content on government procurement, marketing and lending issues, and the state of the small business economy. Brochures on topics ranging from Biz.Linx to energy saving inform visitors on NYS SBDC programs.

The NYS SBDC social media reach continues to expand. As of February 2013 the SBDC Facebook page has 1,203 fans. The page enables SBDC staff members to post news, photos, and links, and to celebrate the success of award-winning clients. With 1,790 followers, Twitter, the micro-blogging social networking tool, also remains an active social media outlet for the SBDC. Staff members from across the state participate by adding their events or news events, and these posts appear to SBDC followers and on the SBDC home page. In 2012, the addition of an NYS SBDC YouTube channel brings together SBDC-related video content for the public. All of these tools promote information sharing with the stakeholders, and contribute to the flow of traffic to the main SBDC web site.

Teaching Entrepreneurship

The Office of Entrepreneurial Education (oe2) provides educational products to promote entrepreneurship. Educational programs include web-based curricula on basic entrepreneurial concepts in three versions — EntreSkills™, EntreSkills™ for Veterans and EntreSkills™ for Entrepreneurs. oe2 resources include: vocabulary exercises, case studies, web resources, video clips, teacher and veteran workshops, SBDC speakers for classes, educational articles and an electronic newsletter for educators. Teachers, veterans and clients interested in teaching or studying entrepreneurship can participate in our trainings through our webinar series.

The EntreSkills platforms provide flexibility for the changing needs of educators, students, veterans and clients. All chapters are written to provide up to date information, while conforming to the New York State Education Department (NYSED) learning standards, both Career Development Occupational Studies (CDOS), and the NYS Common Core Standards. The programs provide interactivity through the use of case studies, success stories, tests, quizzes, grading, website links, and “real-life” entrepreneur experiences through the use of video clips.

Because a business plan is essential for a business to succeed, the EntreSkills platforms include an interactive “Business Plan Builder,” enabling users to create their own business plan by responding to questions within the curriculum. As students, veterans and clients complete activities, the data is automatically captured and compiled into a business plan program running within EntreSkills. After completing the program, users have developed a draft business plan. This business plan is available for the participant to export, review, modify and adopt.

The EntreSkills platforms are being utilized in ways other than the traditional classrooms and face to face advisement. For example, the “Start Young Initiative,” a partnership with the US Department of Labor’s Employment and Training Administration and the Small Business Administration, has selected EntreSkills for a second pilot program which began January 2013. Through this partnership, the Job Corps locations across the country are teaming up with SBA resource partners to deliver the EntreSkills curriculum to disadvantaged youth and provide an opportunity to gain entrepreneurship skills.

The EntreSkills for Veterans program is being utilized by The Retired Military Officers Association. The RMOA mission is “...to contribute to the economic success of America through the enhancement of RMOA members’ personal and corporate economic powers.” They have chosen EntreSkills for Veterans for their members to use through one on one counseling and online counseling with their mentors. According to Colonel (Ret.) Frank Francois, III “We much appreciate your willingness to work with the RMOA and look forward to utilizing your EntreSkills for Veterans curriculum in our program. We look forward to a long and mutually beneficial relationship with the NYS SBDC.”

Business Plan Competitions, Virtual Centers and entrepreneurship clubs are becoming other avenues for EntreSkills. EntreSkills provides an opportunity for students to work individually or in a team environment on their business ideas, while compiling a business
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entrepreneurial individuals with disabilities every year to start and grow their small businesses. In an average year, these clients invest about $1.5 million in their dreams. Since its inception, the SBDC program has assisted more than 11,200 disabled individuals, approximately 40 percent of whom were referred by Adult and Continuing Education Services-Vocational Rehabilitation (ACCES-VR), formerly YESID. ACCES-VR offers access to a full range of employment and independent living services that may be needed by persons with disabilities. Between 1984 and 2012, disabled individuals working with the NYS SBDC invested nearly $59 million in their businesses and created more than 2,750 jobs.

ACCES-VR is a NYS Department of Education program designed to return individuals with disabilities to the workforce, either working for someone else or through self-employment. Between 1984 and 2012, ACCES-VR provided more than $8.8 million in grants to SBDC clients to support their entrepreneurial activities. While these clients may not have a major impact on the economy, they do represent lives transformed by self-employment and self-sufficiency, and it’s difficult to attach a dollar figure to that.

In addition to its work with ACCES-VR, the Onondaga and Columbia Harlem SBDCs work with Start-Up NY, a project that helps people with diverse disabilities become self-employed. Start-Up NY is funded through the US Department of Labor’s Office of Disability Employment Policy (ODEP) and administered by Onondaga County and the Syracuse University Burton-Blatt Institute and its partners. The SBDC provides free Fast Track to Business classes to Start-Up NY participants. In another program targeting disabled entrepreneurs, in 2012 the Cellon SBDC began working with the St.Regis Mohawk’s Tribal Vocational Rehabilitation program to assist disabled individuals interested in self-employment.

Helping Small Business Sell to Government Agencies

The NYS SBDC Procurement Assistance Center (PAC) located at the Mohawk Valley SBDC provides specialized assistance for small and medium-sized firms interested in supplying goods and services to federal, state, and local government agencies. The PAC supports business advisors around the state as they help clients understand the bidding process, including federal and state regulations; marketing to government agencies; preparing documentation; analyzing and responding to bids and RFPs; and winning and fulfilling contracts profitably. The PAC’s toll-free phone number – 877-789-BIDS – makes it easy for business advisors to contact the center for assistance in helping their clients understand the myriad issues inherent in doing business with government agencies.

In the past year the Mohawk Valley SBDC has grown its proprietary government contract bid-matching service called Bidlink™ to over 500 clients. With this service, which is free to SBDC clients, businesses can access government bid opportunities relevant to their products and services through a sophisticated matching algorithm. The service accesses state, federal, local and even foreign procurements. The resource pool includes:

- Federal government agencies including military
- State Agencies/Authorities
- County and Local Governments
- All 50 States
- U.S. Territories
- International Government Websites

As a bonus, all SBDC clients who sign up for Bidlink also receive a free subscription to the New York State Contract Reporter “E-Alerts,” which otherwise requires $79.00 fee. Clients are encouraged to use the E-Alert service since the NYS CR alerts and not included in the Bidlink resource pool.

In 2011, the federal government awarded $100 billion in government contracts exclusively to small businesses, the largest single year increase in more than five years. Finding appropriate bid opportunities is one of the key hurdles to government contracting. With over 87,000 agencies at the federal, state, county, and local levels, it is overwhelming for an individual to monitor all of them. Bidlink can save a small business owner hours of research by delivering bid notices based on very specific criteria describing the firm’s capabilities. With over 2,000 sources monitored daily, over 140 in New York State, Bidlink is sure to open new doors to government contracting opportunities for SBDC clients, especially at the county and municipal levels.

This year, Procurement Assistance Business Advisors were identified in each SBDC regional center in the state. They assist local small businesses to navigate the often-complex process of doing business with Federal, State, and local government agencies. A bid-matching service can cost hundreds, sometimes thousands, of dollars. As a result of funds received from the Small Business Jobs Act, the SBDC is pleased to offer Bidlink free of charge to SBDC clients statewide.
MWBE Contractor Bonding Readiness
Since 2008, several of the Regional Centers have offered an annual series of contractor bond readiness workshops for women and minority contractors with the goal of increasing the number of contractors in NYS with the ability to be bonded. Bonds are the government or customer’s assurance that the work will be completed once it has started. The training helps MWBE contractors to secure bonding, which expands their opportunities to bid on larger projects, or increase their bonding levels. SBDC’s partners in the initiative are The Surety & Fidelity Association of America and Empire State Development. Topics covered in the workshops include construction accounting and financial management, project management, bidding and estimating, surety bonding requirements, and financing. Over the years, the SBDC regional centers offering the workshops have refined the bond readiness curriculum and the way in which the workshop series is structured, utilizing feedback from the participants and presenters to implement improvements. Most of the workshop participants are established businesses, and must have NYS MWBE Certification.

Supporting Latino and Immigrant Business Owners
Since 2008, the NYS SBDC’s Organization of Latino Entrepreneurs (Olé) program has provided targeted outreach to the Latino entrepreneurial community. Olé supports Latino business owners and aspiring entrepreneurs through one-on-one management assistance and educational programs, and fosters efficient business practices in the Latin American community. Olé’s goals are to promote the growth and facilitate investment in Hispanic-owned small businesses, to create jobs and generate growth in the Hispanic community, to raise the profile of Hispanic business owners, and to provide a forum to raise awareness of Hispanic business issues. All services offered by Olé, along with printed materials, are available in both English and Spanish.

During fiscal year 2011-2012 the Olé program provided one-on-one counseling to 1,946 Hispanics, an overall increase of 58.5% from the previous year. The 143 Hispanic entrepreneurs assisted by Olé business advisors that launched businesses generated economic impact of $9,910,895 and created and saved 518 jobs. The Olé program hosted 12 educational events in Spanish, on topics that included business legal structures, small business accounting methods, business planning, financing, marketing and website commerce, for 285 attendees. One of the program highlights in 2012 was the Olé program’s expansion to Long Island with the Stony Brook SBDC’s “Bridge to Hispana.” The initiative was funded through the Small Business Jobs Act to address the remarkable growth of Hispanic-owned businesses in the region. Since the initiative began, Business Advisor Alex Riano has more than tripled the number of Hispanic entrepreneurs and business owners assisted by the Stony Brook Regional Center. Another highlight this year was Olé’s partnership with El Consulado General de Colombia en New York, El Programa Ministerial “Colombia Nos Une” and El Area de Asuntos Socialesto in hosting a series of workshops on “How to Start a Business in the United States.” The 3-session series attracted 170 persons, who received certificates of attendance from the NY Colombian Consul General Elsa Gladys Cifuentes Arozamena and Colombion Consul General of New Jersey Christian Mauricio Rodriguez Anzola.

Visit Olé’s bi-lingual page at the SBDC website, at www.olenegocios.org or www.olebusiness.org.

Global Opportunities for Trade and Business Development
Business in the global market-place represents major growth opportunities for the New York State economy in accordance with the U.S. government’s initiative to double exports in the coming five years, the SBDC is assisting more small- and medium-sized firms. Successful trade is an important part of creating jobs within New York small and medium-sized businesses.

The NYS SBDC’s International Department of Continuing Education, and Turner Construction on developing contractor training for MWBEs for Turner Construction. In 2011, New York State launched its Surety Bond Assistance Program to facilitate ‘ready’ firms to become bonded, a pre-requisite for most state construction projects, in response to the governor’s mandate to increase the number of state contracts awarded to minority contractors. The program offers technical assistance, training and credit support for MWBEs and small businesses to help them better compete and obtain State construction contracts. Small businesses or MWBEs bidding on construction or transportation projects that need assistance securing bid or performance bonds for specific projects are eligible. The NYS SBDC provides training and technical assistance to businesses participating in the program.

Bell’s Country Coffee Farmingdale
After working in finance for nearly 10 years, Carrie Luckner-Zimmerman decided to leave the industry and fulfill her dream of attending culinary school. After completing studies in Paris, she baked products in a rented commercial kitchen and sold them at farmer’s markets around New York City, while looking for something more permanent. Carrie used her finance and real estate experience to investigate opportunities and eventually purchased a mixed use building near her hometown. Carrie spent long days restoring the exterior and renovating the apartment upstairs. During those long days, Carrie, who has an intense passion for coffee, realized there was no place nearby to get a good cup. The idea for opening a coffee shop was born at that time, but she didn’t settle on a name for the place until research at the Elmira Heights Historical Society revealed her building once housed a popular breakfast and lunch building named Bell’s Pantry. Carrie wanted her coffee shop to be something special – with good coffee, friendly & knowledgeable staff and service, comfortable seating, interesting décor, and a relaxing atmosphere, all at fair prices. Bell’s Country Coffee officially opened in October 2012 during the Elmira Heights Oktoberfest. In addition to specialty coffee and tea, Bell’s offers a variety of light baked goods including bagels, pound cake, biscotti and homemade Bell-gian waffles. Carrie remarked that Business Advisor Walter Reid “was exceptionally helpful in providing information and assistance, especially with the hiring and payroll process.” Carrie hopes to expand to other locations and make good coffee at good prices accessible to all.

Thayer Tool & Die Jamestown
As long-time employees of Thayer Tool & Die, Office Manager Jennifer Nicklas and Production Manager Don Nichol recognized they had an opportunity to purchase the business they helped run. The company provides custom CNC machining and manufacturing services to businesses in Western New York. Their familiarity with the business helped them to realize the potential for future growth. Jennifer and Don worked with Business Advisor Scott Miller to develop a plan for purchasing the business. Scott advised them on establishing a new corporate structure, valuation of the business, a partnership agreement, a purchase agreement, and numerous other factors that would enable them to purchase the business. Scott, Jennifer, and Don had many meetings regarding the purchase and how they would operate the business after taking ownership. Jennifer and Don purchased Thayer Tool & Die in July 2010 with a $500,000 investment. Initially they preserved 6 jobs, and plan to add several more in the coming year. “Scott’s leading assistance was helping us value the business,” Jennifer said. “We did not have time or resources to manage a plan that would work. Without him, I don’t know if we could have moved forward - his help was invaluable.” Since taking ownership, Jennifer and Don have a website built, one of many new marketing initiatives. They are reviewing the materials and industries they want to target as customers, as well as the services they offer. Jennifer and Don will continue the Thayer Tool & Die tradition of providing quality projects delivered on-time, and supported by excellent customer service.
Business Development (IBD) program strategically positions small- and medium-sized businesses to take advantage of opportunities in the global marketplace. With a focus on China, the SBDC has nurtured contacts, resources, and an unparalleled network within government and business circles in China on local, regional, and national levels. The IBD works with partners to develop new cooperative arrangements to ensure business and trade opportunities are available and optimized to SBDC clients interested in or active in international trade, despite the speed at which economic conditions change the marketplace. Agreements signed by the NYS SBDC and Chinese economic development agencies, industrial and economic development zones, and local governmental agencies benefit interested firms by maximizing trade and business opportunities in a cost-effective way.

The IBD, working in concert with business advisors at the SBDC regional centers, provides business counseling to hundreds of new clients each year for market identification and penetration, feasibility analysis, product sourcing, financial issues, regulations, customs, taxes, tariffs, trade shows, and latest information on opportunities for trade, investment, and business development. The IBD in conjunction with the regional centers organizes training, seminars, and business meetings to share information about the opportunities, challenges, and practices involved in international business. The IBD also organizes and hosts business and trade development matchmaking events with visiting Chinese business delegations throughout the state. These events bring the latest information and opportunities to NYS businesses interested in selling to the Chinese market or in attracting Chinese investment, and help local companies network with Chinese firms.

The NYS SBDC office in Beijing, China continues to provide assistance to companies in entering and expanding their business and trade initiatives in the Chinese market, facilitates matchmaking arrangements with local businesses, coordinates travel and business activities, and supports investment by Chinese businesses in New York. The Beijing office staff works toward building cooperative working relationships between Chinese and U.S. companies to enhance business development opportunities.

In 2012, through the IBD’s coordination, the NYS SBDC invited to attend the APEC Small & Medium Enterprises Technology Conference and Fair in Chengdu and the International Service Outsourcing Conference in Nanjing, China. SBDC State Director James King, was invited to deliver speeches at both events and participate in a press briefing about small business development and the SBDC delivery network in New York State, which attracted more than two thousand participants from around the world. During the events, the NYS SBDC met with ministers of the Chinese Central Government and provincial leaders, exchanging ideas for supporting SME business development and trade between the two countries.

In 2012, the IBD successfully organized two business and trade missions to China to promote individual NYS businesses and further enhance the SBDC’s relationship with Chinese officials and agencies in foreign trade and economic development. This year, the IBD also coordinated several government and business delegation visits from China, Germany, Mexico, and Lebanon. In addition, the IBD assisted local businesses and economic development agencies with initiatives designed to attract Chinese companies interested in investing in New York State.

In March, the IBD Director travelled with a delegation from the State University of New York (SUNY) – consisting of the SUNY Chancellor and other senior officials of the university system – in visits to the Ministry of Education in Beijing and Jiangsu Province to explore the opportunities for educational and entrepreneurial training programs and foster global collaborative relationships among institutions of higher education and other entities in the public, private and nonprofit sectors.

For more information on the International Business Development program consult the NYS SBDC website, at www.nysbdc.org. Click on the “International Business” button at the bottom of the front page for information.

Global Certified Advisors

Under the National Export Initiative, President Obama committed the government to marshal its full resources in support of American businesses that sell their goods and services abroad. The export and trade certification program launched by SBA in collaboration with the Trade Promotion Coordinating Committee at the Department of Commerce is intended to greatly expand the number of qualified small business advisors available to help small businesses to engage in international trade. The NYS SBDC has 16 fully certified global counselors, and 11 advisors or directors working toward certification. Expanding the number of advisors knowledgeable in international trade significantly increases the ability of the SBDC to assist small business owners interested in launching or increasing their participation in the global marketplace.

Topical BioMedics

In the 1980's Lou and Aurora Paradise and Steve Duricco recognized there was a significant void in the available options for the safe and effective treatment of pain, which remains a debilitating challenge for millions of people. Topical BioMedics was born as a research-based biopharmaceutical solution for the safe and effective treatment of pain and other neuropathies. In 1994, the company launched Topricin line of products, which are made with a patented homeopathic-biomedicine technology that has proven effective for arthritis and joint injuries, carpal tunnel syndrome, lower back pain, muscle cramps, night leg cramps, and restless leg syndrome. Topricin has been also effective as a first aid treatment for bruises, contusions, abrasions, and strains, bed sores, shingles, eczema, and injection site pain. Topricin products have steadily increased their market share as their acceptance and recognition within the professional community and with consumers has increased. In late 2011, the company began preparing for a business expansion and contracted the Mid-Hudson SBDC for assistance. Business Advisor Al Griggs and the financial team led by Lou and Aurora produced financial projections for KeyBank's review. KeyBank subsequently approved an SBA guarantee Term Loan for $260,000 and an SBA Express Line of Credit for $100,000. "Al Griggs was a great resource," said Aurora while Lou and Steve emphatically agreed. As a result of the financing, Topical BioMedics expanded its physical location and is in the midst of an aggressive marketing effort to expand sales and consolidate an already solid position in the natural products homeopathic market.
In 2011, Jason DiBenedetto and Leo Rentzis, friends with a shared vision, started Noble Wood Shavings (NWS). NWS is a production focused company that produces high-quality wood shavings for use in applications such as insulation, bedding, and mulch. The company’s mission is to produce a high-quality product while minimizing its environmental impact.

NWS has seen a significant increase in sales since its inception. The company’s product line includes a variety of wood shavings, each tailored to meet the specific needs of its customers. NWS is dedicated to providing the highest quality wood shavings at a competitive price.

NWS is proud to offer its products to a wide range of customers, from small businesses to large corporations. The company’s commitment to quality and customer satisfaction has helped it to establish a strong reputation in the industry.

In the future, NWS plans to continue expanding its product line and developing new applications for wood shavings. The company is also committed to increasing its sustainability efforts, such as reducing its carbon footprint and recycling materials.

NWS is also dedicated to giving back to the community. The company supports local charities and organizations, and is committed to being a good corporate citizen.

NWS is a testament to the power of collaboration and teamwork. The company’s success is a result of the hard work and dedication of its employees, partners, and supporters. With continued growth and innovation, NWS is poised to continue its success story for years to come.
Entrepreneurial Century and look forward to our mutual success. We are committed to using it to help New York build a bright and promising future. We are committed to the impact on New York State and all who live and work here. We believe SUNY has a national roadmap for education, and SUNY’s unprecedented level of collaboration with schools, communities, and businesses is having an astounding impact on New York State and all who live and work here. We believe SUNY has a national roadmap for education, and our strategic plan, The Power of SUNY, prioritizes our vast system’s potential to drive economic growth, nurturing SUNY’s unmatched ability to create jobs, discover new technologies, conduct ground-breaking research, and provide new paradigms for energy use—all while infusing our communities with a vibrancy that contributes to a better quality of life.

One of the critical components of keeping SUNY competitive is our robust research portfolio. This past year, SUNY and its strategic partner, the SUNY Research Foundation, supported or created nearly 2,300 new companies through its incubators and tech transfer offices, in partnership with SUNY’s Small Business Development Centers (SBDC). The SBDC, in cooperation with the U.S. Small Business Administration, serves small-business owners who build and grow enterprises that contribute to a strong and productive business environment where SUNY graduates build careers. Through the SBDC network, SUNY connects to entrepreneurs and existing and new business owners. Along with our partnering campuses at CUNY and private institutions, we collectively assist New Yorkers in fulfilling their entrepreneurial dreams and guide them through the challenges of today’s business climate.

In the 21st century, business owners confront challenges like global competition, expansion, access to capital, technology implementation, disaster recovery, and myriad other issues. The SBDC provides invaluable pro-bono and confidential advice from experienced business advisors, augmented by the input of our faculty and students. The SBDC helps create a nurturing entrepreneurial environment that accelerates innovations to the marketplace. In the aftermath of Hurricane Sandy, the SBDC is playing an important role in disaster recovery, setting up easily accessible locations in disaster areas, and working with the State and U.S. Small Business Association to expedite emergency assistance.

SUNY and the SBDC are working together to support and create new companies through incubators, tech transfer offices, and other systems. We bring together the energy of research, entrepreneurship, and tech transfer through SUNY Innovation Hubs—new facilities at which faculty, students, and entrepreneurs from the private sector will co-invent new knowledge and applications to take to the marketplace.

SUNY’s unprecedented level of collaboration with schools, communities, and businesses is having an astounding impact on New York State and all who live and work here. We believe SUNY has a national roadmap for education, and we are committed to using it to help New York build a bright and promising future. We are committed to the Entrepreneurial Century and look forward to our mutual success.

Nancy Zimpher
Chancellor

Message from The State University of New York

As New York City increasingly looks to higher-education and industry partnerships to maximize New York’s economic growth and job creation, universities must take a leading role in understanding local and global marketplaces and in preparing students to drive discovery. To effectively meet their educational mission, universities must monitor changes in key industries, job trends and evolving practices and expectations in the workplace. The partnership among government, the financial sector, and universities is the key to developing job opportunities in the State and building a workforce to perform effectively and compete in the global marketplace.

CUNY is committed to its mission of educating New York workers and helping rebuild the economy in New York City and New York State. For more than 160 years, the City University of New York, the nation’s largest public urban university, has served as a center of educational opportunity for New Yorkers. CUNY, through its 24 colleges and professional schools in the five boroughs of New York City, honors the essential promise of public higher education, providing access to the world of ideas and true opportunities for advancement.

CUNY continues to rely on its partnership with the Small Business Development Center to help establish stronger links with business and industry to ensure that its students are prepared not only to participate in today’s workforce but to lead the innovation and discoveries of the next generation. New advances and approaches are continuously being developed, and CUNY’s instructors need to take advantage of the wealth of knowledge in the business community to groom its students for jobs in New York City’s 220,000 small businesses, or to develop businesses of their own. We need to continue to find new ways to increase the research, and economic and workforce development efforts that lead to new industries and develop the workers that will sustain them.

For more than 28 years, the SBDC has provided professional, confidential, pro-bono counseling sessions for New Yorkers focused on starting an enterprise or improving the profitability of an existing business. Six CUNY campuses, strategically located throughout the five boroughs host SBDC service centers, which supplement the counseling with low-cost seminars on business-related subjects, some of which are offered in conjunction with CUNY faculty members.

There is no greater investment in the future than an investment in education — and that starts with a commitment to developing the skills necessary for a knowledge-based economy. The CUNY-SBDC partnership will continue to be a catalyst for economic development in the city that symbolizes initiative, entrepreneurship and innovation. Together CUNY, the State, and the SBDC will work together to help the best minds develop ideas and practice creative entrepreneurship to grow the State economy.

Matthew Goldstein
Chancellor

Message from The City University of New York
Pat Verillo started great position with summer camps located all around his business location in Merrill, which put him in one of his garages in Morrisonville in 2008. His marine hydraulics, Pat said. "They gave me the assistance I needed to get image and provided space for a retail store. His property, Pat renovated the building to make over 3,000 square feet of service area with large sliding doors and high ceilings to accommodate the largest of boats. His renovations maintained the Adirondack image and provided space for a retail store. His business is now capable of providing service to any boat that operates on Lake Champlain or any of the other surrounding lakes. "Andy and the SBDC walked me through the funding process, assisted me in putting together the financial and writing the business plan so I could receive funding," said Pat. "They gave me the assistance I needed to get my funding and expand my business."  

business professionals to offer comprehensive business and management assistance on a range of small business issues. Effective working relationships with these organizations, as well as affiliations with chambers and other local business and economic development agencies, contribute to the success of the SBDC program – and to the productivity, efficiency, and sustainability of SBDC clients.  

The SBDC’s key partners are the U.S. Small Business Administration, the State of New York, the State University of New York, the City University of New York, and several private universities. The SBDC works hand in hand with its SBA resource partners, SCORE and the Women’s Business Centers, both of which are dedicated to aiding in the formation, growth, and success of small businesses nationwide. Other strategic partnerships and alliances include, but are not limited to:  

• The Governor’s Small Business Task Force and Minority and Women Business Enterprise Team  
• State agencies and authorities such as the Empire State Development Corporation, the State Economic Development Agency; the Division of Minority and Women’s Business Development; Department of Transportation; Department of State; and the NYS Energy Research and Development Authority  
• Federal agencies, including the Department of Labor, the Department of Commerce, and the Internal Revenue Service  
• Regional organizations such as the Chambers of Commerce, Center for Economic Growth, Development Authority of the North Country, Catskill Watershed Corporation, Southern Tier Economic Growth, Inc., and Long Island Development Corporation that create jobs and improve the economic climate of the region  
• City and municipal agencies such as the New York City Department of Small Business Services  
• Community and neighborhood based groups  
• Traditional and non-traditional lenders and the New York Business Development Corporation  
• Small business technology assistance providers such as Technology Development Organizations and Regional Technology Development Centers around the State, Long Island Forum for Technology, and the Alliance for Manufacturing and Technology (in the Southern Tier), NYS Centers for Advanced Technology, and the New York State Foundation for Science, Technology and Innovation  
• Professional, business and trade associations, including the Business Council of New York State and the NYS chapter of the National Federation of Independent Business  
• Private sector partners that provide financial and other support for a wide range of special projects and initiatives  
• Overseas agencies and organizations including the Tianjin Economic-Technological Development Area (TEDA), High-Tech Industry Development Center of Ministry of Science & Technology of China, industrial parks and economic development zones, and government agencies for foreign trade and economic cooperation at national, regional, and local levels

The SUNY Research Foundation  

The Research Foundation for The State University of New York (RF) administers the federal grant from the Small Business Administration that supports SBDC’s network of 24 regional centers and numerous outreach locations in New York. As the largest most comprehensive university-connected research foundation in the country, the RF supports the work of SUNY faculty, staff and students who expand New York’s knowledge base and attracted $882 million in sponsored research funding in 2012. Under the leadership of Dr. Timothy Killeen, a world-renowned scholar and former National Science Foundation assistant director, the RF has brought fresh vision to the design, direction and expansion of SUNY’s research footprint and its essential role in building New York’s innovation ecosystem.  

SUNY’s unmatched bank of assets – its people, technology and infrastructure – its 64 campuses, Centers of Excellence, Centers for Advanced Technology, incubators and other vital collaborative research programs – spans all of New York. Research performed by SUNY faculty and students with the RF’s support leads to new discoveries and inventions that generate entrepreneurial opportunity, economic development, and job growth in New York, across the country, and around the world.  

The RF website connects people to SUNY’s vast range of assets and provides tools and direction on how to commercialize technology, explore funding sources and partner with SUNY research. To see how the RF is serving SUNY and New York State, visit www.rfsuny.org or join the conversation at www.facebook.com/rfsummary.
New York State Wine Outlet (NYSWO)

China is rapidly becoming one of the largest markets for wines in the world. Consequently, there’s an increasing demand for wines from New York State. In response to the issues that individual wineries may face in exporting to China, and to improve the entry and competitive position of NY wineries in the Chinese market, the NYS SBDC initiated a wine export program. The NYS SBDC’s International Business Development (IBD) program worked with several Chinese government agencies to establish the New York State Wine Outlet (NYSWO) in the Waigaoqiao Free Trade Zone of Shanghai, within the China International Exhibition & Trading Center of Wine and Beverage. In New York, the SBDC is coordinating with the NYS Department of Agriculture, Empire State Development, and NY Wine & Grape Foundation.

The Wine Outlet represents a unique, strategic, and low cost way for NY wineries to enter the Chinese marketplace, and enables small wineries to explore exporting with low-risk, substantial cost savings, and without the need to develop an independent distribution network. In 2012, 31 wineries participated in the Outlet, which displays NY wines exclusively. Since the Wine Outlet’s grand opening, 10 wineries have received orders for more than 4,000 cases of wine, and 11 additional wineries are negotiating prices or delivery dates. The quality of New York’s wines was highlighted by the fact that Wagner Vineyards won two medals in the 2012 International Wine Challenge in Shanghai, a gold medal for its vidal blanc ice wine and a silver medal for its Riesling.

In October, IBD Director Jinshui Zhang accompanied representatives from 13 New York State wineries to Shanghai to participate in a tasting and promotion event at the Wine Outlet, along with representatives from Empire State Development and NYS Agriculture & Markets. The trip was part of a State Trade and Export Program trade mission. Additional wineries will be able to participate in the Wine Outlet next year, and representatives from another region in China have approached Jinshui about establishing a similar outlet in their region.
US Small Business Administration Awards

2010 SBDC Service Center Excellence and Innovation Award (for the innovative way it champions small businesses while providing programs and services for entrepreneurs) Waterfront SBDC

2009 SBDC Service Center Excellence and Innovation Award Albany SBDC - National Finalist

2008 Veteran Small Business Champion Patrick MacKrell, President and CEO NYBDC, Albany SBDC Advisory Board

2003 National Phoenix Award Outstanding Contributions to Disaster Recovery by a Public Official Jim King, State Director NYS SBDC

Vision 2000 - Model of Excellence 1999 KidBiz, Buffalo SBDC


New York State Awards

2006 Small Business Advocate of the Year Ray Nowicki, SBDC Advisory Board

2005 Library Journal Notable Document Award NYS SBDC Research Network - What’s Your Signage?

2004 (& 1996) Small Business Advocate of the Year Lee Bouton, SBDC Advisory Board

2003 Governor’s Award - Small Business Organization of the Year (non-profit) NYS SBDC - World Trade Center Small Business Recovery Loan Fund

2002 Small Business Advocate of the Year Loretta Caminsisky, SBDC Advisory Board

1997 Governor’s Award - Small Business Organization of the Year (non-profit) NYS SBDC

Other Awards

2012 Entrepreneurs’ Hero Award from Clarkson University’s Reh Center for Entrepreneurship (for providing resources that increase the viability of multiple entrepreneurs) Dale Rice, Director, SUNY Canton SBDC

2012 Tribeca Disruptive Innovation Award from The Tribeca Film Festival, in association with Harvard Business School and the Disruptor Foundation (for an innovative way of looking at, and often changing, the world) Small Enterprise Economic Development (SEED) Program - Albany SBDC and the University at Albany

2011 Friend of Sunset Park Award from the Sunset Park (Brooklyn) Business Improvement District (for helping small businesses in the community) Brooklyn SBDC

2010 Partnership Award from Ulster County Chamber of Commerce (for 25 years of service to the small business community) Mid-Hudson SBDC

2010 Economic Development Award from Bronx Overall Economic Development Corporation (BOEDC) (for helping to drive economic success in the borough) Bronx SBDC

2010 Award of Excellence in Community Development from the University Economic Development Association (for work in developing stronger communities) Organization of Latino Entrepreneurs (Ole) Program - National Finalist

2009 Trade Partner of the Year from Tech Valley Global Business Network (for active participation in the international trade arena) NYS SBDC International Business Development Program

2008 NYBDC Community Partner of the Year (for close working partnership in delivering assistance to small businesses) NYS SBDC

2007 US Department of Commerce Export Appreciation Award Latinardia SBDC (for support export development)

2003 BTANYS Friend of Business Education Award Office of Entrepreneurial Education, EnterSkillz

National and Regional Awards

Master Electrician Daryl Stovall retired from the New York Housing Authority in 2008 and started an electrical contracting business, D&S Electrical Corporation. SBDC assisted him in developing a business plan and financial package, and he received a $100,000 line of credit guaranteed by the SBA. Daryl returned to the SBDC in 2007 for assistance in becoming a minority-certified contractor. He and Advisor Harry Wells worked to complete the certification applications for the Port Authority and the New York City School Construction Authority (SCA). From his Far Rockaway office, it was an entertaining exercise as they dug through files to gather all the necessary documentation. Since joining the SCA’s mentor program, Daryl’s revenue has increased fivefold, and he has successfully completed contracts both as a subcontractor and prime contractor. He has sparked tremendous growth and was featured in Crane’s Magazine as a “Top Entrepreneur” in 2007. According to Daryl, working with York SBDC has been “unparalleled.” He revisited the center early in 2012 after deciding to pursue some contract opportunities, and as a result of working with the York SBDC and various procurement officers, D & S Electrical was awarded contracts for more than $3 million, with which he created 11 jobs. Recently, Hurricane Sandy destroyed both his home and office. Always the trooper, Daryl is currently working from a temporary location, helping home owners and businesses to repair and rebuild. He has returned once more to the York SBDC to complete an SBA Disaster Loan Application so he too can rebuild and recover.

Drs. Vito DiMatteo had a vision to create a fitness center that would enable members to achieve their weight loss goals comfortably and effectively. He was seeking to create a supportive environment that would allow members to set their own pace to achievement and success in weight loss and conditioning. The Rockland SBDC helped Dr. DiMatteo develop a plan to make his vision a reality, from location review to demographics, to preparation for meetings with lenders. His business plan defined a clear path to success, and Dr. DiMatteo phased the development of the Will2Lose facility with specific operating performance targets. Tying the facility development plan closely with capital requirements and marketing strategies enabled planned growth and consistent performance. The first year of Will2Lose operations progressed well and Dr. DiMatteo’s commitment yielded excellent results, providing the foundation essential to achieve the milestones in the business plan. Armed with success and solid growth, the next step was to purchase the building to reduce operating costs and enhance long-term growth opportunities. Working once again with the SBDC, Dr. DiMatteo updated the Will2Lose financial plan to secure additional capital of $1.425 million to supplement the initial $800,000 invested, and purchase the entire building. Rockland SBDC Director Tom Morley enlisted the help of the New York Business Development Corp. along with Key Bank to finalize the financing with an SBA 504 loan. Will2Lose is now the proud owner of the building, has expanded facilities and programming, reduced operating costs, and continues to serve the needs of its members.
Entrepreneurial dream!

Without you I would no longer be fulfilling my dream. You should be proud of what you've done for me. It is a very well-deserved recognition.

“You are one of the Brooklyn small businesses we work with. Without your help, we wouldn’t be where we are today.”

“No one else ever worked quite as hard as you did when you first started, and you still do today. I want to thank you for that. You have always been there for us.”

“Your hard work and dedication have made a significant impact on our business. We appreciate your support and look forward to continuing our successful partnership.”

SBDC Business Advisors provide a range of services, from advising on developing a business plan to assistance with more complex issues such as compliance with regulations or protecting an entrepreneur's creative work. They can help identify options that best suit the client’s needs and help analyze factors in decision-making to ensure the client arrives at the best decisions. They don’t endorse the purchase of goods and services from any one individual or firm, but will provide multiple choices. If the Business Advisor recommends that the client retain legal, accounting or business insurance assistance – and almost every business requires these resources – a list of professionals is provided along with criteria to support an informed decision by the client.

SBDC Business Advisors undergo a rigorous professional development and certification process to continually improve their expertise and sharpen their skills. An ambitious Advisor Certification program was enhanced in 2004 by the implementation of a path to advanced certification. The advanced program requires at least five years of additional training and experience, active participation in statewide program initiatives, and leadership in the local community organizations. Since 2004, 24 Business Advisors have attained Advanced Certification with in-depth expertise in specialties such as procurement, international trade, technology, veterans’ business assistance, women's business assistance, and youth entrepreneurship.

PROFESSIONAL BUSINESS ADVISORS

Every SBDC Business Advisor is dedicated to assisting existing or aspiring business owners. The Business Advisors are well-versed in the latest financial and management tools available to small businesses. Most have small business experience and many have advanced business degrees such as MBAs.

At the Annual Staff Training event in May, the SBDC recognized seven outstanding Business Advisors from across the State with “Advisor of the Year” awards, signifying their consistent excellence in providing professional services, generating positive outcomes, and creating client satisfaction. Outcomes achieved in terms of economic investment and job creation are key determinants in selecting these awardees. Sam Kandel (Mid-Hudson) received the top honor in 2012 - Advisor of the Year. Also among the top advisors this year: Pauline Soeffing (Niagara), Larry Peras (Watertown-Oswego), William Grieshober (Buffalo), Bernie Ryba (Stony Brook), John Narciso (Farmingdale) and Ritu Wackett (Farmingdale). The consistently outstanding performance of these advisors has earned them recognition as top advisors several times in recent years.

In addition, three other individuals received special awards at the annual awards dinner. Roxanne Mutchler, the Government Contracting Coordinator from the Mohawk Valley SBDC, received the Lead by Example award, given to individuals who provide outstanding service in special projects, publications development, mentoring, and other activities beyond routine counseling. Al Scher, the Senior Programmer Analyst from the Central Office, also received a Lead by Example award. Roxanna Astargo, Office Manager from the Brooklyn SBDC, received the Above and Beyond award, presented to clerical staff for outstanding performance in support of their center.

John Skrobel, Business Advisor at the Albany SBDC, was honored with the 2012 Star Performer Award by the Association of Small Business Development Centers at their annual conference in New Orleans. In his five years with the SBDC, John has counseled more than 750 small business owners and entrepreneurs. These individuals have invested more than $27 million in their businesses and created and saved nearly 450 jobs.

2012 Advanced Certification – Four staff members were recognized for achieving Advanced Certification: (From left) Ann Garbarino (Stony Brook); Sam Kandel (Mid-Hudson); Sarah O’Connell (Watertown); Robin Stephens (Watertown).

Top NYS SBDC Advisors for 2012 – (L-R) John Narciso (Farmingdale), William Grieshober (Buffalo), Ritu Wackett (Farmingdale), Sam Kandel (Mid-Hudson) – Advisor of the Year, Lawrence Peras (Watertown-Oswego).
James Juczak, founding member of a local sustainability community known as Woodhenge, and North Country Energy Smart Communities Coordinator, was recruited by the US Army’s 10th Mountain Division to respond to a Request for Proposal (RFP) for a project to teach sustainable skills to the troops and the people of Afghanistan. James had developed several water pumping systems, cooking, and energy systems using sustainable technologies and/or recyclable materials. With the help of the Business Advisor Ann Durant, James set up a consulting business, *Woodhenge Sustainability Company*, and completed Federal registration to do business with the government. The company proposed to train our troops and improve relations with the Afghans by showing them how to move water using simple techniques, test water and soil using simple educational kits, set up solar and wind power for electricity, use efficient cooking technologies (rocket stoves) and learn food preservation techniques. The company was awarded a contract for a three-month period. During his time in Afghanistan, James scrounged recycled materials found in the country or available from the military for building various projects and was active in many agricultural, flood control and water pumping projects and demonstrations. He returned home in January 2012 after facing many challenges, and earning $100,416 for the three-month contract. “Ann Durant and the rest of the staff at the Jefferson Community College SBDC are excellent, professional and go way beyond what I anticipate every time I use their services,” said James.

2012 Entrepreneurs of the Year

The Farmingdale and Rockland SBDC’s co-hosted the 2012 NYS SBDC Staff Training and Professional Development Conference, which was held at the Crowne Plaza Hotel in Suffern. At the awards banquet, the brightest entrepreneurs of the year were honored. The 2012 “Entrepreneurs of the Year” are pictured here. For more information about these entrepreneurs and their businesses, visit [www.nyssbdc.org](http://www.nyssbdc.org).

**Female Entrepreneur of the Year**

Melissa Wawrzonek
Cliper Ship Tea Company
Farmingdale SBDC

**Growth Business of the Year**

The Coppola Family
APB Security Systems and Companies
Staten island SBDC

**Manufacturer of the Year**

Vincent Lobdell
HealthWay Home Products, Inc.
Watertown-Oswego SBDC

**Minority Entrepreneur of the Year**

Ariel Barbouth
Nuchas
Brooklyn SBDC

**Technology Entrepreneur of the Year**

Mary Carol Chruscielki and Pat Baskinger
AgileX LLC
Mohawk Valley SBDC

**Procurement Company of the Year**

Oscar Nordstrom
Nordstrom Contracting/Consulting Inc.
Rockland SBDC

**Veteran Entrepreneur of the Year**

John Quinn
Quinn Essential Fitness
Brooklyn SBDC

**Scientific Innovation Impact Award**

Dr. Hannah Wolloocko
Oxyvita
Mid-Hudson SBDC

**Procurement Company of the Year**

Oscar Nordstrom
Nordstrom Contracting/Consulting Inc.
Rockland SBDC

**Veteran Entrepreneur of the Year**

John Quinn
Quinn Essential Fitness
Brooklyn SBDC

**Scientific Innovation Impact Award**

Dr. Hannah Wolloocko
Oxyvita
Mid-Hudson SBDC
NYS SBDC Hall of Fame Members

Adirondack Champlain Guide Service (Plattsburgh) - 2004
All Bright Electric (West Nyack) - 2004
Aleti Bakery, Inc. (Watertown) - 2004
American Rock Salt (Rensselaer) - 2004
Audishon Machinery Corporation (North Tonawanda) - 2007
Candlelight Cabiinery, Inc. (Lockport) - 2004
Cedar Knoll Log Homes, Inc. (Plattsburgh) - 2008
Chauanqua Woods (Dunkirk) - 2004
Designer Glam, Inc. (Queens) - 2004
Donut Connection (Jamestown) - 2004
Flight 9 Group, Inc. (New City) - 2004
Forno Marble Company (Brooklyn) - 2004
Gooding Company, Inc. (Lockport) - 2007
Hargen Archaeological Associates, Inc. (Rensselaer) - 2004
La Palma (Manhattan) - 2004
Laurel Ave Café Corp. (Binghamton) - 2004
Les Enfants Montessori School (Astoria, Queens) - 2004
License Monitor (New City) - 2006
Life Style Street Gear (Buffalo) - 2004
Lou-etta's Custom Chocolates (Buffalo) - 2004
Marrat Imaging Solutions (Sunborn) - 2005
Mid-Hudson Communications Inc. (Pine Bush) - 2004
Multi-Media Services (Corning) - 2004
Ned's Archery (Endicon) 2008
Never Alone, Inc. (Hurst) - 2004
Ota Products, Inc. (Lyons Falls) - 2004
Potsdam Agway (Potsdam) - 2004
Pro-Mold, Inc. (Rochester) - 2004
Relax on Cloud Nine (Staten Island) - 2005
Rose's Funeral Home, Inc. (North Bayshore) - 2004
Route 11 Truck and Equipment Sales (Staten Island) - 2004
Salem Organic Soils (Staatsburg) - 2004
Shining Star Daycare (Manlius) - 2007
Sullivan County First Recycling & Refuse, Inc. (Woodbourne) - 2004
Swigonski Management Group (Syracuse) - 2004
Tajfak (Waterloo) - 2004
Total Electric Distributors (Staten Island) - 2004
T uter Time (Medford) - 2004
United Biochemicals (Sunborn) - 2008
Ursula of Switzerland (Waterford) - 2004
W.L. Concepts and Production (Uniondale) - 2004

SBDC ADVISORY BOARD

The NYS SBDC Advisory Board serves the program by providing insight, guidance, and support to the State Director and the network of regional centers. The Board members, a diverse group of small business owners and others with small business interests, meet a few times a year to discuss SBDC and small business issues. In 2012, Advisory Board members attended the annual Staff Training event and met with SBDC Business Advisors. The Business Advisors provided valuable feedback for the program’s leadership. The SBDC appreciates the board’s tremendous contributions to the program.

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Albany-Colonial Chamber of Commerce
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State Director
New York State Small Business Development Center
The State University of New York
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Albany, NY 12206

SECRETARY
Mary Hoffman
Assistant State Director
New York State Small Business Development Center
The State University of New York
22 Corporate Woods
Albany, NY 12206

BOARD OF DIRECTORS

30

31
The grand opening ceremony for LakeFX Studio, a photography business that opened with the help of a City of Lockport grant, attracted (from left) Lockport Mayor George Maziarz, Town Supervisor Tim Horanburg, Town Council Member Marcus Hall, Olivia Sheldon, and Scophie’s owner, Molly Sheldon.

A ribbon cutting ceremony commemorated the grand opening for Scotch’s Ice Cream and Cafe, an SBDC client, in Newfane. (From left) NYS Senator George Maziarz; Town Supervisor Tim Horanburg, Town Council Member Marcus Hall, Olivia Sheldon, and Scophie’s owner, Molly Sheldon.

In June, Brockport SBDC Director Jan Pinaceyn participated in a press conference at Complimar, a woman-owned fulfillment business, regarding the Small Business Tax Extender Bill. (From left) Senator Kirsten Gillibrand, Pinaceyn, Congresswoman Kathy Hochul (NY-26), and Complimar’s President, Christine Whitman.

The Mohawk Valley SBDC hosted an SBA HUBZone event in May to discuss federal procurement opportunities. (From left) Roxanne Mutchler, Government Contracting Coordinator, Mohawk Valley SBDC; Marie McGuire, Office of Small Business Programs at Fort Drum; Stephen Barr, North Country PTAC; James Quackenbush, US SBA; Joanne Lenweaver, WISE Women’s Business Center.

In April, Canton SBDC Director Dale Rice (left) was named Entrepreneur Hero of the Year by the Reh Entrepreneur Center at Clarkson University for “providing resources to increase the viability of multiple entrepreneurs in the community.” He is pictured with local business owner and client Peggy McAdam Cambride.

Congressman Brian Higgins, NY-27, Buffalo SBDC Director Susan McCartney, and Senator Kirsten Gillibrand at Blue Sky Design in Buffalo, at an event to announce bipartisan legislation to extend small business tax breaks.

SUNY Chancellor Nancy Zimpher (with her delegation) signed an MOU with Jiangsu Province for educational and entrepreneurial training programs and global collaborative relationships among higher education institutions in the public, private and nonprofit sectors.

Events 

In March, Congressmen Mike Grimm (NY-11) and Staten Island SBDC Director Dean Balsamini at Congressman Grimm’s Small Business Advisory Group meeting.
Business Sectors Economic Impact
(From Inception)

Millions of Dollars
Thousands of Jobs

<table>
<thead>
<tr>
<th>Sector</th>
<th>Funding</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>$345,905,610</td>
<td>5,421</td>
</tr>
<tr>
<td>Service</td>
<td>$1,837,571,379</td>
<td>26,063</td>
</tr>
<tr>
<td>Whol.</td>
<td>$981,055,752</td>
<td>1,089</td>
</tr>
<tr>
<td>Manuf.</td>
<td>$30,587,975</td>
<td>34</td>
</tr>
<tr>
<td>Const.</td>
<td>$63,785,159</td>
<td>35</td>
</tr>
<tr>
<td>Ag.</td>
<td>$1,682,211</td>
<td>28</td>
</tr>
<tr>
<td>Other</td>
<td>$14,654,235</td>
<td>35</td>
</tr>
</tbody>
</table>

Program Inception to September 30, 2012
Total Investment Impact: $4,718,352,259
Total Number of Jobs Created: 100,866
Total Number of Jobs Saved: 56,829

Investment in niche market and specialized manufacturing continues to grow in New York.

--

Business Sectors Economic Impact
(Fiscal Year 2012)

Millions of Dollars
Hundreds of Jobs

<table>
<thead>
<tr>
<th>Sector</th>
<th>Funding</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>$207,821,645</td>
<td>26,063</td>
</tr>
<tr>
<td>Service</td>
<td>$945,965,481</td>
<td>6,746</td>
</tr>
<tr>
<td>Whol.</td>
<td>$461,644,753</td>
<td>6,735</td>
</tr>
<tr>
<td>Manuf.</td>
<td>$30,587,975</td>
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</tr>
<tr>
<td>Const.</td>
<td>$63,785,159</td>
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<td>$1,682,211</td>
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</tr>
<tr>
<td>Other</td>
<td>$14,654,235</td>
<td>35</td>
</tr>
</tbody>
</table>

October 1, 2011 - September 30, 2012
Total Investment: $254,419,823
Total Number of Jobs Created: 4,063
Total Number of Jobs Saved: 2,847

In just the past 12 months, SBDC clients invested more than $250 million to impact more than 6,500 jobs.

Counseling Statistics
(From Inception)

Thousands of Clients
Thousands of Hours

October 1, 2011 - September 30, 2012
Total Investment: $254,419,823
Scarce owner equity is leveraged by public and private funding to bring entrepreneurs’ dreams to life.

Funding/Investment
(Fiscal Year 2012)

Public
$49,844,560
Private
$189,921,028
Commercial Lender
$56,808,584
Other
$14,654,235
Private Investor
$21,833,234
Equity Collateral
$7,897,609

* The number of clients and counseling hours increased significantly in '01-'03 after the terrorist attacks.
The statewide network of 24 SBDC regional centers – and numerous full-time outreach locations – is a fully integrated and interactive small business consulting and training delivery system. The New York State SBDC Central Library in Albany supports the system with up-to-date business information and electronic search mechanisms. When you seek business counseling at one of the SBDC’s regional centers, the resources of the entire system are at your disposal. The centers and founding dates:

- 7.1.84 Albany
- 7.1.84 Binghamton
- 7.1.84 Buffalo
- 7.1.84 Niagara
- 10.1.85 Farmingdale
- 10.1.85 Mid-Hudson (Ulster County Community College)
- 4.1.86 Watertown
- 7.1.86 Jamestown
- 7.1.86 Utica / Rome
- 9.20.86 Onondaga / Syracuse
- 10.1.86 Pace University / Manhattan
- 4.1.87 Corning
- 4.1.87 Brockport / Rochester
- 8.15.88 Stony Brook
- 9.1.93 College of Staten Island (CUNY) / Staten Island
- 9.1.94 Baruch College (CUNY) / Manhattan
- 10.1.98 SUNY Canton
- 12.1.98 SUNY Plattsburgh
- 1.1.00 Lehman College (CUNY) / Bronx
- 10.1.01 LaGuardia Community College (CUNY) / Queens
- 1.1.08 Rockland Community College
- 4.1.08 New York City College of Technology (Brooklyn)
- 1.15.09 Columbia University

New York State faced many challenges in 2012 culminating with the devastation of Hurricane Sandy. Adversity continues to bring out the best of our citizens during the recovery effort. In the aftermath of this destructive storm, New Yorkers are working together to come back stronger than ever. In addition, New York’s communal approach to education, economic development and public-private partnerships is working to stimulate our regions. The State recognizes the creativity and innovation of the regional strategic plans, and is investing hundreds of millions of dollars, putting New Yorkers back to work.

The New York State Small Business Development Center (SBDC), a partnership led by the State University of New York (SUNY), joins with the City University of New York (CUNY), private universities, the US Small Business Administration, the private sector, and the State to help New Yorkers achieve their dreams while creating jobs and growing the economy. The SBDC network of service centers is strategically located throughout the state. This enables entrepreneurship and innovation to use the strengths of localities within our approach to economic development. The SBDC plays an important role in disaster recovery, working with the SBA to expedite emergency loans.

Our SBDC has assisted 360,000 New Yorkers expand local economies, invest $4.8 billion, and enable small businesses to create and preserve 160,000 jobs. The SBDC helps growing and diversified businesses and entrepreneurs prosper throughout the state. The SBDC facilitates access to university research, helping convert ideas into products and services for today’s and tomorrow’s world marketplace. Small business owners continue to survive and thrive in a variety of economic conditions with SBDC assistance.

New York is committed to small business recovery and future economic success. I congratulate SUNY, CUNY and their partners for the SBDC delivery of quality assistance to the small business community. These modern day explorers are helping fuel our economy toward prosperity. We have an ambitious agenda for the future, and we are committed to a vision of New York that is better and stronger. We are New York!

Andrew M. Cuomo
Governor of New York State